

**les
oiseaux
de
passage**
*the right
to travel*



Les Oiseaux de Passage
*is a platform that provides another
way to travel. It offers meetings
and exchanges between professionals
and travellers, all without intrusive
advertising or profiling.*
How to become a partner

For another way to travel...

The development of this platform was brought about by a strong demand from stakeholders to have access to a tool that would allow them to link up their respective offers and to create a narrative to develop the attractiveness of their destinations.



Daniel and Carole
Travellers

“With LesOiseauxdePassage.coop we will be able to organise our trip (accommodation, activities and visits) together and even contact a local ambassador for advice and good tips on our itinerary.”



Tifanie
Teacher

“I will be able to coordinate my school holidays according to my needs and improve them with the help of destination Hosts, before sharing them with the other teachers and even my students.”

Traveller's network , Destination Hosts

***Les Oiseaux de Passage
brings together:***

- + Offers suggested by communities of Hosts** who choose cooperation as a means to uncover their destination and provide advice for travellers.
- + A tool to jointly create and share** trips with family, friends, class etc.
- + Histories, destinations and suggested itineraries** shared by the Hosts.

The Passenger card:

The Passenger membership card allows the traveller to plan their holiday by saving their preferred offers and itineraries. They will also be able to take advantage of special rates on these offers. You will also be supporting the development of Les Oiseaux de Passage.

For works councils and communities:

Works councils, associations and collectives may offer the Passenger card to their members. Using reduction codes, they can look after some of their members' expenses and incorporate offers directly on their sites.

A travel factory

Whether alone or in a group, for business or pleasure, the traveller chooses the elements of their trip from offers spread over 5 categories. With a simple and ergonomic navigation experience, they can save, share and, of course, reserve them!



Our Products

Local products you can read, see, hear, taste ...



Our tips

Recommendations from members of the community.



Our Accommodation

B&Bs, hostels, hotels, workspaces ...



Our Activities

Cultural events, leisure activities and workshops.



Our Holidays

A host of all-inclusive offers provided by a travel agency.

A story factory

Every trip is a story that is written according to one's encounters and the places one visits. This is why **LesOiseauxDePassage.coop** offers a repository of stories allowing you to discover a destination, told by those who live there. **The Hosts advise travellers and compose itineraries** featuring accommodation and activity offers by theme or location.



For example, the Marseille Hosts get together to tell you about the **“Marseille Soap Route”** accommodation, activities, visits and tips are interspersed over this itinerary of discoveries, to the delight of curious travellers.

**Either by location or theme,
find all these histories
on the platform:**

www.lesoiseauxdepassage.coop

A travel cooperative

Two years of collaborative work and a prototype (Marseille, 2013) have gone into the creation of this innovative platform, which is unique to those that already exist and fully responsive to the evolutions in use and the potential of the web.

Founded in January 2016 by three cooperatives (Hotel du Nord, Ekitour travel agency and Fablab Point Carré), the fair trade network Minga and five physical partners, **LesOiseauxdePassage** is a Cooperative Community-Oriented Enterprise (SCIC in France).

In the cooperative model, the economy is a means, rather than an end. With this social aspect enshrined in its genes, **LesOiseauxdePassage** is the property of its communities of professionals and its clients.



Prosper
Employee

“I am going to Strasbourg for a conference. Using the platform, I can find somewhere to stay, and, in the evenings, I will use it to take a walk suggested by the community of hosts”

Common values

LesOiseauxDePassage.coop brings together stakeholders in tourism, culture, the social and solidarity economy, public education, local development and the cooperative sphere. They share the same values:



***hospitality,
cooperation and
humanity***

Each of our members, more specifically, strives for one or several of the following causes: cultural entitlements; rights to equitable remuneration; rights to social protection; the right to holidays; the free movement of people and the conservation of the environment.

Travel is a great way to make connections!

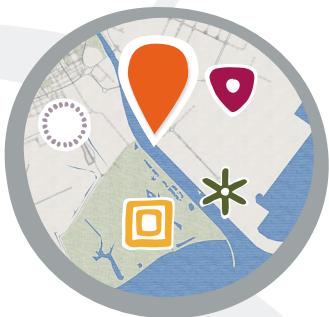
At the heart of the project. The platform relies on three principles:

+ *Where others value individualism,* Les Oiseaux de Passage chooses community and cooperation.

+ *In line with the times,* Les Oiseaux de Passage is a collective response to changes in the way we travel and use the web.

+ *Rediscover the “pleasure of travel”.* From the initial visit to the platform to the holiday itself, Les Oiseaux de Passage encourages sharing for the rediscovery of the pleasure of exchange and travel.

**For the traveller,
it is the promise of a
human-to-human trip
experience and a
responsible journey.**



Become a Host!

Each professional member of the platform is a Host. They are part of a local community centred around a particular area. This community, first and foremost, strives to promote the various offers their community has in store.

Why become a Host?

**Join a network
of professionals to promote
your destination!**

- +** Services in line with new ways of using the internet: online reservation and payment, tools for the creation and suggestion of discovery tours, planner, availability, ticketing and programming of activities or events, collaborative tools to jointly host the destination, tools to widely circulate offers over sites and social networks... and many other features are available on the platform.
- +** A transparent, fair and economical fee: each professional chooses the appropriate protocol (see table on p.13) and benefits directly from the various associated services. They are billed as annual fees in order to guarantee stability, transparency and fairness through cost-sharing, whatever the volume of activity.

- + Networking of different offers: Hosts can create itineraries and stories to share their offers and talk about their location.
- + An extensive and free circulation of offers on the web: Les Oiseaux de Passage allows a wide distribution of offers from communities that can be integrated into other web platforms such as blogs, social networks and also one's own site.
- + Direct contact between travellers and professionals: contact between the traveller and the professional is direct in order to facilitate the exchange of information and the choices of each.
- + Interoperability with key accounts: for a greater impact, Les Oiseaux de Passage's offers are proposed directly to members of key accounts in the social or mutual economy, cooperatives, associations, enterprise committees or other collective organisations.
- + Networking of different offers: Hosts can create itineraries and stories to share their offers and talk about their location.

How to become a Host?

Through a simple **three-step** process!

1 Approach the network that manages your destination or access a destination by providing your local network.

An online questionnaire allows you to present the offer you wish to include on Les Oiseaux de Passage, in accordance with the shared values of the platform (see p.7).

2 Create your profile and add your offer to the destination among the platform's five categories: Accommodation/ Our Activities/Our Products/ Our Tips/Our Holidays

3 Link your offer to those of other Hosts on your local network in the form of themed, geographical or historical itineraries. The offer is then available on the platform and exportable to social networks and other parts of the web, including your site.

The cooperative interest

The **Les Oiseaux de Passage** cooperative allows professionals to **market their offers directly**. As the platform is managed by its users, a collective decision was made to apply the costs of management and development to all in a simple, transparent and fair manner.

Producer's fee	Sharing	Hospitality	Collective
Les Oiseaux de Passage © brand	+	+	+
Uploading creations and tips	+	+	+
Co-creation of routes, histories and destination	+	+	+
Activities and individual accommodation of <6 rooms		+	+
Collective accommodation			+
Holidays and fees			+
Monthly membership excluding tax	Free	18,00 €	50,00 €

If producers are together part of an association, cooperative or other organisation that handles all subscriptions, they benefit from a fee reduction of 10% (democracy bonus). At the end of a year, the collective can request membership of the cooperative Les Oiseaux de Passage and thus be involved in its development choices.

Strength in numbers!

The strength of the cooperative.

Les Oiseaux de Passage is its own ecosystem. It unites an ever-expanding and diverse array of national and local networks. Discover our partners at lesoiseauxdepassage.coop.

A cooperative structure serving a greater efficiency:

+ Coming together to form commercial partnerships with key accounts in the social and solidarity economy and works councils.

+ Making a larger media impression by relying on the quality of our content (blog, social networks, press campaigns, etc.)

+ Mobilising members of the network around the promotion of offers.

+ Attracting the attention of the wider public through a platform with an innovative position, a wide range of offers (on a Euro-Mediterranean scale) and a greater visibility.

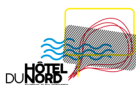
Join the movement!



Our regional partners



Région
PACA



Région-Provence-Alpes-Côte-d'Azur



Voyager responsable



Région Nouvelle-Aquitaine

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Cooperative Community-Oriented Enterprise (SCIC in France).

Les oiseaux de passage RCS

Poitiers 819 793 456

 **Les Oiseaux de Passage** is an ecosystem of partners in the realms of tourism, culture and the social and solidarity economy: **the Hosts.** Accommodation, sporting or cultural activities, tips, artisanal creations ... become a member of the network today to effortlessly promote your offer! **Allow the soul of your area to be discovered!**

 Our national partners (in France)

bpifrance



FONDS DE **CONFIANCE**
Multiplions les initiatives solidaires



FRANCE ACTIVE
FINANCIER SOLIDAIRE POUR L'EMPLOI



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 **www.LesOiseauxDePassage.coop**